

# Apiculture 2023 Conference

# Sponsorship Prospectus

29 - 30 June 2023

Rotorua Energy Events Centre



pī·ā·ora  
BEES GIVING LIFE

APICULTURE  
NEW ZEALAND

# Contents

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Welcome to Conference 2023. .... 3

Sponsorship Options Summary .....4

Sponsorship Options Outlined ..... 5-8

General Information ..... 10

Exhibition Only Package ..... 12

Terms and Conditions ..... 13

Conference Registration ..... 14

Summary of Costs ..... 15

Summary of 2022 Delegates .....17

# Welcome to Conference 2023

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Welcome to the prospectus for the 2023 conference. We look forward to your participation and contribution as part of our annual national conference and trade exhibition.

As always there is a lot on offer:

- The only opportunity in the year to have a large number of Apiculture decision makers under the one roof
- A wonderful opportunity to get new business
- Large exhibition space allowing a good flow of traffic
- Hospitality lounges – a good place to meet up for a chat with a client
- Three coffee machines
- Soap box opportunities for you to share your latest new product or service
- Several ways to enhance your name exposure
- Excellent networking opportunities
- And we are not all about work – wonderful opportunities for socialising with your colleagues



# Sponsorship Options

Benefits	Premium	Honey Competition	Platinum	Gold	Silver
Recognition as the exclusive premium sponsor of Apiculture NZ 2023 Conference	✓				
Recognition as the exclusive Honey Competition sponsor of Apiculture NZ 2023 Conference		✓			
Complimentary Gala Dinner tickets	10	6	3	2	1
Pull up Banner/signage display	4	✓			
Naming rights for Gala Dinner OR Photo Competition and Trade Buzz Network			✓		
Naming rights for the Silent Auction and the Roy Patterson Innovation Competition OR Naming rights for Roast Dinner				✓	
Inclusion on the conference website by way of brief bio and logo/image	✓	✓	✓	✓	✓
Trade display (6.6m x 3m) in a premium position	✓	✓			
Trade display (9.6m x 1.8m) in a premium position at the Conference			✓		
Booth 2 trade display (4.8m x 1.8m)				✓	
Booth 3 trade display (3m x 1.8m)					✓
Six Conference registrations (including table for 10 – see above)	✓				
Four conference registrations (including Gala Dinner tickets)		✓			
Three conference registrations (including Gala Dinner tickets)			✓		
Two conference registration (including two Gala Dinner tickets)				✓	
Two conference registration (including one Gala Dinner ticket)					✓
Number of Additional Staff permitted	6	6	5	4	3

*\*As there will be no hard copy programme this year, options for mobile app advertising are currently being explored and we will send those details when finalised.*

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## Premium Sponsor

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- Branding / logo in conference promotions and web link
- Recognition as the exclusive major Premium Sponsor of the Apiculture NZ Conference 2023
- Branding / logo in conference promotions and web link
- Inclusion on the conference website by way of brief bio and logo/image
- Media exposure in association with conference promotion activities
- Premium booth trade display (6.6m x 3m)
- Conference Gala Dinner - Complimentary table of 10
- Six conference registrations
- Premium Sponsor flag / ApiNZ flag either side of the stage
- The logo of the Premium sponsor to be printed on name badges
- Speaking rights (3 minutes) at official opening
- Two banners: one at the bottom of the stairs and one at the top of the stairs leading up to the seminar rooms
- Four outside flags

**Total Investment \$25,000 + GST**



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## National Honey Award Sponsor

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- Recognition as a National Honey Award Sponsor of the Apiculture NZ Conference 2023
- Speaking rights at the Gala Dinner
- Branding / logo in conference promotions and web link
- Inclusion on the conference website by way of brief bio and logo/image
- Media exposure in association with conference promotion activities
- Booth trade display (6.6m x 3.0m)
- Four conference registrations which include the Conference Gala Dinner
- 2 additional Gala tickets

**Total Investment \$15,000 + GST**

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## Platinum Sponsor

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- Recognition as a Platinum sponsor of the Apiculture NZ Conference 2023
- Naming rights for the following with speaking rights at the appropriate function: either the Conference Gala Dinner OR the Trade Buzz Network and the Photo Competition
- Branding / logo in conference promotions and web link
- Inclusion on the conference website by way of brief bio and logo/image
- Media exposure in association with conference promotion activities
- Booth trade display (6.6m x 3m) (9.6m x 1.8m)
- Three conference registrations which include Conference Gala Dinner

**Total Investment \$11,000 + GST**

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## Gold Sponsor

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- Naming rights to one of the following: The Silent Auction and The Roy Paterson Innovation competition OR Naming right for the Roast Dinner
- Double booth trade display (4.8m x 1.8m) in a premium position
- Inclusion on the conference website by the way of brief bio and logo/image
- Acknowledgement at the conference
- Two conference registrations which include Conference Gala Dinner
- Booth signage

**Total Investment \$7,500 + GST**

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## Silver Sponsor

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- Single booth trade display (3.0m x 1.8m)
- Inclusion on the conference website by the way of brief bio and logo/image
- Two conference registrations with one Gala Dinner ticket

**Total Investment \$3000 + GST**

## Upgrade Your Booth

An upgrade from a Silver or Gold sponsor booth to the next sized booth - \$1000 + GST.  
There will be no additional registration or dinner ticket included.

(Silver - 3m x 1.8m to 4.8m x 1.8m, Gold - 4.8m x 1.8m to 4.8m to 3.0m)

An upgrade from a Silver sponsor booth to the largest booth is available. (3m x 1.8m to 4.8m x 3m).

This will include an additional registration and dinner ticket - \$2000 + GST

Cost for additional trade registration (assisting in staffing a booth) - \$95 + GST per day.

## Additional Name Exposure Opportunities

Naming rights on a barista machine (3) \$3000+GST Includes one conference registration.	<b>\$3000 + GST</b>
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Naming rights for seminar rooms (2) Includes one conference registration.	<b>\$2600 + GST</b>
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Naming rights for trade buzz lounge (2) (t's and c's to be outlined) Includes one conference registration	<b>\$2000 + GST</b>
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Naming rights for morning and afternoon teas Includes one conference registration	<b>\$2500 + GST</b>
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### Advertising

As there will be no hard copy programme this year, options for mobile app advertising are currently being explored and we will send those details when finalised.

For further information on sponsorship please contact the sponsorship manager,  
Amy Toulson at [amy@eventdynamics.co.nz](mailto:amy@eventdynamics.co.nz)



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## **Pack In and Pack Out**

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Please note all sponsors and exhibitors **MUST** pack in on **Wednesday 28th June** by **5.30pm**.

Breakdown must **NOT** commence until **3.30 pm Friday 30th June**.

# General Information

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## Business Soap Box

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All sponsors are invited to submit an expression of interest for a 5-minute presentation on a new product/ technology/ innovation.

The presentations will take place in the ApiNZ Theatre: the area adjacent to the exhibition area set up with a stage and tiered seating (not in the conference room).

*For an expression of interest application form please  
contact: [amy@eventdynamics.co.nz](mailto:amy@eventdynamics.co.nz)*

Spaces are limited -get in quick. Presentations are expected to be useful, informative and relevant to the conference.

Please note that photography is strictly prohibited during all soapbox sessions.

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## Communications and Media

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Conference Committee will provide a range of communications materials that can be used by sponsors and exhibitors to promote Conference to their customers and clients. This will include images, social media posts, and suggested wording.

We also welcome sponsors and exhibitors to produce their own promotional content for Conference (social media posts, advertisements) but ask that these follow the Conference brand guidelines below.

- All communications should include the full and correct name of the event: 'Apiculture NZ Conference and Trade Exhibition 2023' and the date and location of Conference – 29-30 June/, Rotorua Energy Events Centre
- All communications, where applicable, should include a link or url to Apiculture NZ website: [www.apinz.org.nz/apinz-conference/](http://www.apinz.org.nz/apinz-conference/)
- All social media posts should include the relevant hashtag #apinzconference23 and Facebook posts should tag @apiculturenz

Any articles produced by sponsors or exhibitors about Conference need to be pre-approved by the Conference Committee before publication. This is to ensure the accuracy

of information. These will be responded to quickly. Please send all articles to [amy@eventdynamics.co.nz](mailto:amy@eventdynamics.co.nz).

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## Accommodation

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Please book accommodation early. Once you have confirmed your level of sponsorship/exhibition, a registration link will be sent to you giving you the opportunity to book your accommodation.

# Exhibition Only Packages

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4.8m x 3.0m exhibition booth in Trade Buzz Arena	\$2,750 + GST
1 complimentary registration	
4.8m x 1.8m exhibition booth in Trade Buzz Arena	\$2,150 + GST
1 complimentary registration	
3m x 1.8m exhibition booth in Trade Buzz Arena	\$1,575 + GST
1 complimentary registration	
Outdoor exhibition display	\$1000 + GST
6m by 6m area. Unless requested there is no access to power or water	
1 complimentary registration	

Exhibitor only packages are entitled to a max of two additional staff.



# Terms and Conditions

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1. All sponsorship packages are available on a first in, first served basis.
2. All booths with common walls must stay within the measurements of the supplied booths.
3. Please email Amy Toulson if you intend on having any food or beverage at or nearby your booth available to the delegates.
4. The organising committee reserve the right to remove any part or all off any exhibition if it is deemed to be detrimental to the aims of Apiculture New Zealand or the apiculture industry in general. The committee's decision is final
5. Exhibitors wishing to run competitions must do so from their own site
6. Exhibitors are not permitted to place any flyers or promotional material anywhere in the Convention Centre other than in their own booth.
7. Please notify the committee if any private events are planned in the Convention Centre after conference hours as this affects security & will incur extra charges
8. The production of all promotional material for distribution and/or display at conference is the responsibility of the sponsor
9. All exhibitors agree to having all photos taken by the official conference photographer released on the website. No photos are to be used for commercial reasons without permission.
10. All exhibitors must comply with NZ Health and Safety Legislation and Regulations.
11. No private events to be held during formal conference hours 8.30am to 6.30pm inclusive
12. Cancellations prior to *30 April 2023* will be refunded in full less a 25% admin fee
13. No refunds will be available after the *30 April 2023*, unless the option can be filled from a waiting list. In this case a refund will be made less a 25% administration fee.
14. Getting together as a group in our industry continues to be important during COVID times. We will monitor the COVID-19 situation, and if anything changes how we can get together, we will keep you informed. In the event the conference is cancelled at short notice because of COVID-19 or some other force majeure event, a refund will be given to all exhibitors and sponsors once all non-recoverable expenses have been deducted.

# Conference Registration

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## **ApiNZ Member**

One day \$140+GST

Two days \$261+GST

## **Non- Member**

One day \$194+GST

Two days \$355+GST

## **Children (5-16 years)**

### **ApiNZ Member**

One day \$66 + GST

Two days \$122 + GST

### **Non-Member**

One day \$83 + GST

Two days \$140 + GST

**Wednesday Ecrotek Roast Dinner**

\$40 + GST

**Thursday NZ Beeswax Swarm In**

Complimentary

**Friday Mānuka Collective Gala Dinner**

\$105 +GST

If you wish to become an ApiNZ member please visit:

<http://apinz.org.nz/membership-benefits/>

## **Registration Includes:**

- Social time (Thursday 29th June) in the Trade Buzz Arena. Cash bar and complimentary snacks provided
- Attendance at conference keynote sessions, workshops, and Trade Buzz networking
- Morning tea /lunch/afternoon tea in Trade Buzz Arena during conference hours
- Coffee carts in operation –Trade Buzz Arena
- Analytica App with all the conference information
- Wireless internet on site

# Summary of Costs

## Sponsorship Packages

Premium

\$25,000 + GST

Honey  
Award

\$15,000 + GST

Platinum

\$11,000 + GST

Gold

\$7,500 + GST

Silver

\$3,000 + GST

## Exhibitors

Booth 1

\$2,750 + GST

Booth 2

\$2,150 + GST

Booth 3

\$1575 + GST

Additional  
Staff

\$95 + GST/day

## Social Events

Wednesday  
Roast

\$40 + GST

Thursday  
Network  
Drinks

Complimentary snacks  
and 1 drink (cash bar)

Friday  
Gala  
Dinner

\$105 + GST

## Delegate Registration

### Member

1 Day

\$140 + GST

2 Days

\$261 + GST

### Non-member

1 Day

\$194 + GST

2 Days

\$355 + GST



# 2022 Attendance

Thank you to the 810 who attended and made last year's event such a great success.

